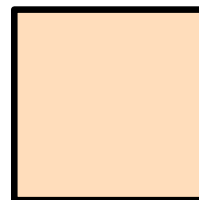
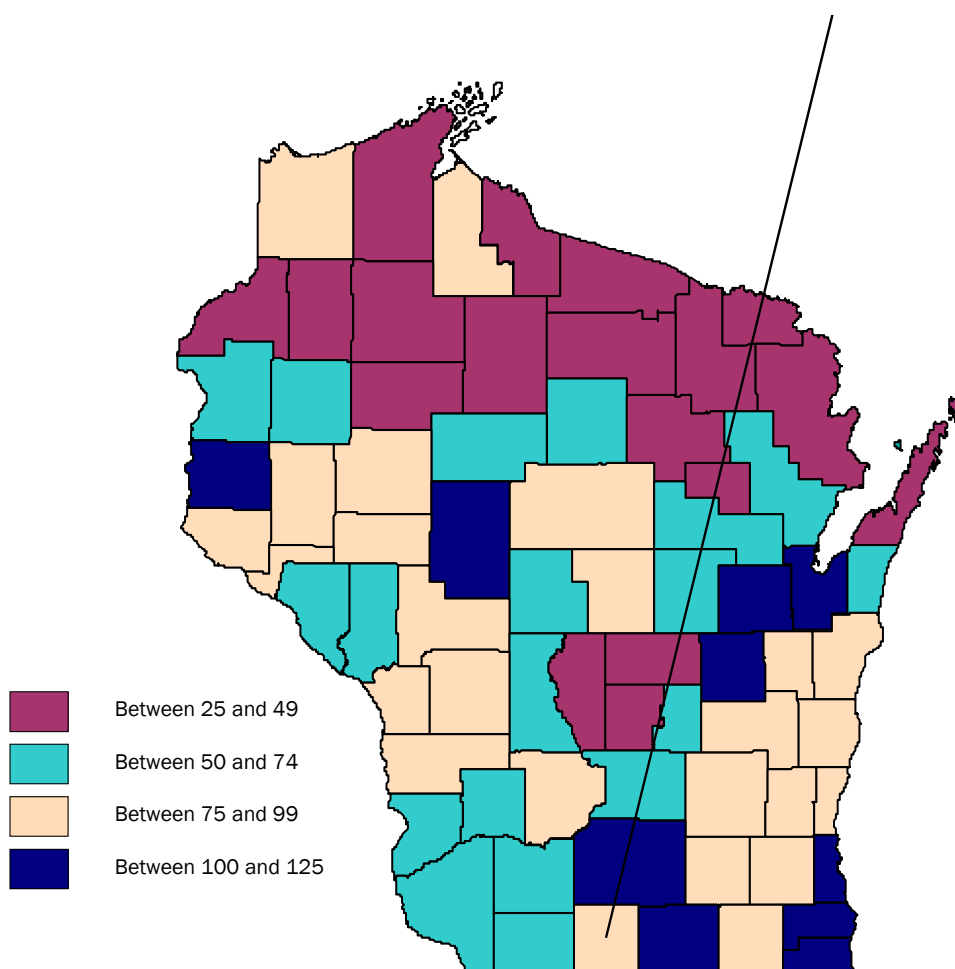


Green County Workforce Profile



The number of residents aged 25-29 years for every
100 residents aged 60-64 years in year 2025



Source: Wisconsin Department of Administration, Demographic Services Center and the U.S. Bureau of Census.

For comparison, it is projected that there will be 90 residents aged 25-29 for every 100 residents aged 60-64 in Wisconsin in 2025. Nationally, it is projected that there will be 101 residents aged 25-29 for every 100 residents aged 60-64. In 2003, Wisconsin had 146 residents aged 25-29 for every 100 aged 60-64.



County Population

Green County's population grew 4.5 percent over the last four years adding 1,500 new residents. Green's population growth rate has outpaced both the state and nation and will likely continue its higher than average growth rate. Approximately 87 percent of the Green County population increase was due to positive in-migration into county. This is a considerably high percentage of in-migration as a portion of total population increase.

Total Population

	April 2000 Census	Jan. 1, 2004 estimate	Numeric change	Percent change
United States	281,421,906	292,287,454	10,865,548	3.9%
Wisconsin	5,363,715	5,532,955	169,240	3.2%
Green County	33,647	35,163	1,516	4.5%
Largest Municipalities				
Monroe, City	10,843	10,973	130	1.2%
Brodhead, City*	3,180	3,181	1	0.0%
New Glarus, Village	2,111	2,104	-7	-0.3%
Decatur, Town	1,688	1,849	161	9.5%
Exeter, Town	1,261	1,527	266	21.1%
Jefferson, Town	1,212	1,231	19	1.6%
Monroe, Town	1,142	1,229	87	7.6%
New Glarus, Town	943	1,189	246	26.1%
Albany, Village	1,191	1,180	-11	-0.9%
Monticello, Village	1,146	1,147	1	0.1%

*Green County portion only

Source: Wis. Dept. of Administration, Demographic Services and U. S. Census Bureau

Natural increase in population accounted for the remaining 13 percent of growth. The New Glarus area and the northern portion of the county bordering the Madison Metropolitan Statistical Area (Dane County) have been the county's fastest growing areas. Many of the newer Green County residents formerly lived in Dane and Rock counties.

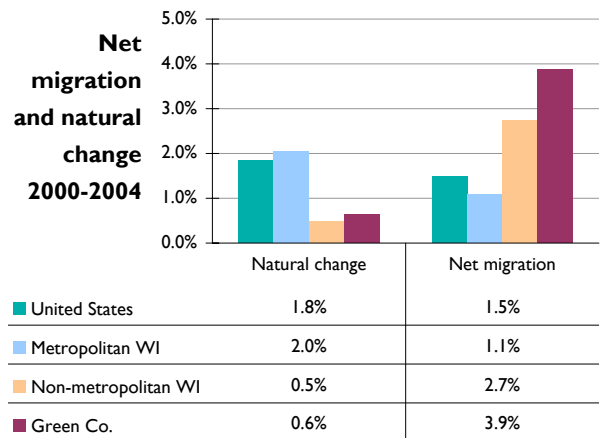
Population growth projections, as well as age composition, are crucial in terms of examining the future labor force. The graph to the immediate right examines Green County's projected population by age group in 2005 and 2030. At first glance, the reader will notice that most age groups will show at least minimal growth with a few exceptions. Some age groups will grow considerably over the next 25 years.

A detailed analysis of these projections forecasts Green County's population to grow 16 percent over the next 25 years adding 5,600 more residents. Green's growth rate is one

percent point faster than the state's projected rate of growth. From a broad age group standpoint, the number of those ages 19 years and younger is projected to grow close to 4.5 percent. Those in their "prime working years", ages 20 to 59 years, are projected to grow slowly at a 2.1 percent clip. And the number of those ages 60 years and older is projected to rise 73 percent.

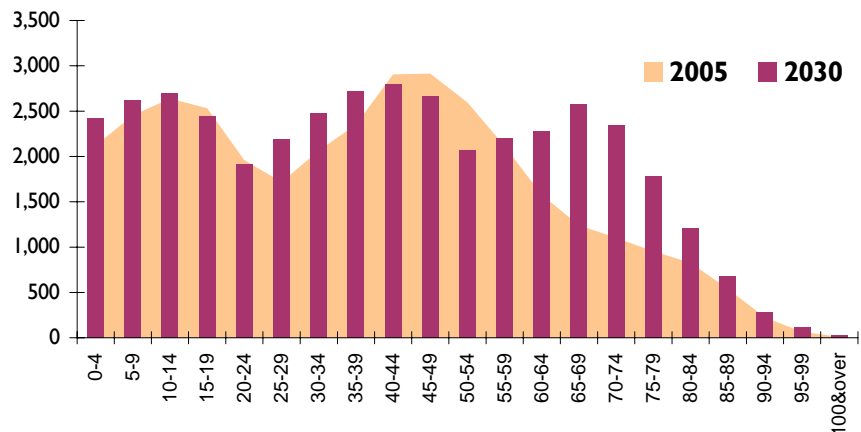
The phrase "aging population" has become fairly typical in the American lexicon. Green County's forecasted population from an age-composition standpoint shows that those ages 19 and younger will represent 25 percent of the county's total population in 2030, down from 28 percent in 2005. The age group 20 to 59 years is projected to decrease from 53 percent of the total to 47 percent of the total. The eldest group, 60 years and older, will increase from 19 percent of the population to 28 percent of the total.

How will these age composition changes affect Green's



Source: WI Dept. of Admin., Demographic Services and U. S. Census Bureau

Population by Age Groups in Green County



Source: WI Dept. of Administration, Demographic Services

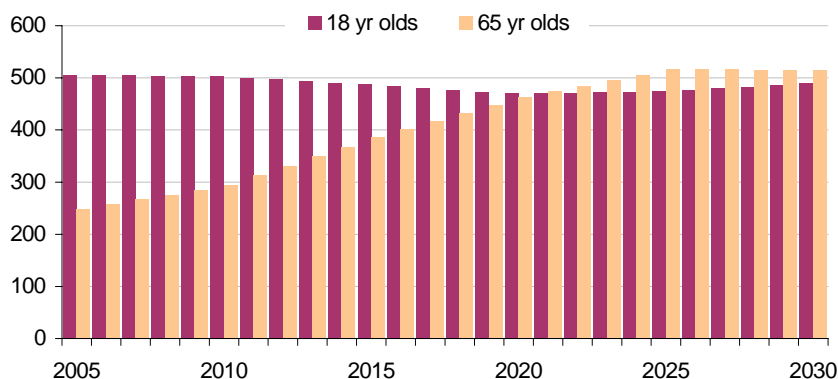
Future Population and Labor Supply

labor force, its pool of workers? There are too many possible effects to list in this brief profile, but the graph to the right is an excellent snapshot of the imminent changes in Green County's age composition. The graph plots the projected number of those ages 18 and 65 each year in Green County from 2005 to 2030. The 18 year-olds represent those entering the labor force and the 65 year-olds represent the exiters. The reader will notice that the number of those turning 18 each year will remain relatively steady, if not falling slightly, compared to the 65 year-olds, which will more than double in Green County over this 25-year period.

Generational disparities like this present a number of issues to address. One is that the number of those leaving the workforce will exceed the number entering. The labor market has already had shortages with "surplus" entrants. The coming years will likely experience labor shortages that could be more pronounced particularly in occupations that tend to be filled by those of a certain age group, or gender, or educational/skill background. Skilled and educated workers could be in shorter supply relative to increased demand. Another issue is that as the population ages, the economy changes. As residents age they place more demand on the community's providers of goods and services, i.e., health services, retail trade, leisure and hospitality, etc.

The labor force will be older on average and it is uncertain whether workers will remain in the labor force longer and at an older age than they do currently. Trends suggest that

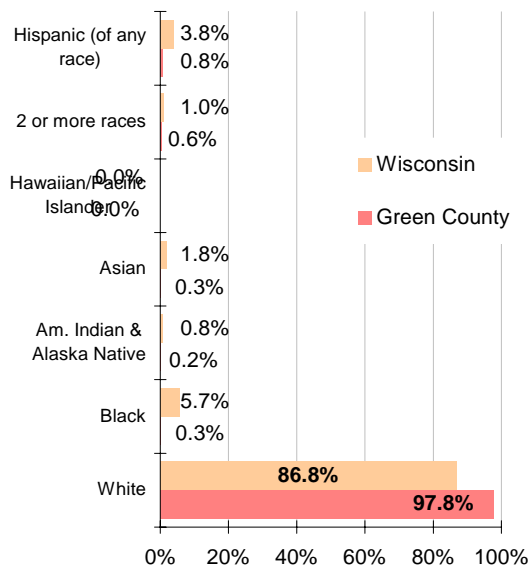
Convergence of 18 & 65 year old population in Green County



Source: WI Dept. of Administration, Demographic Services

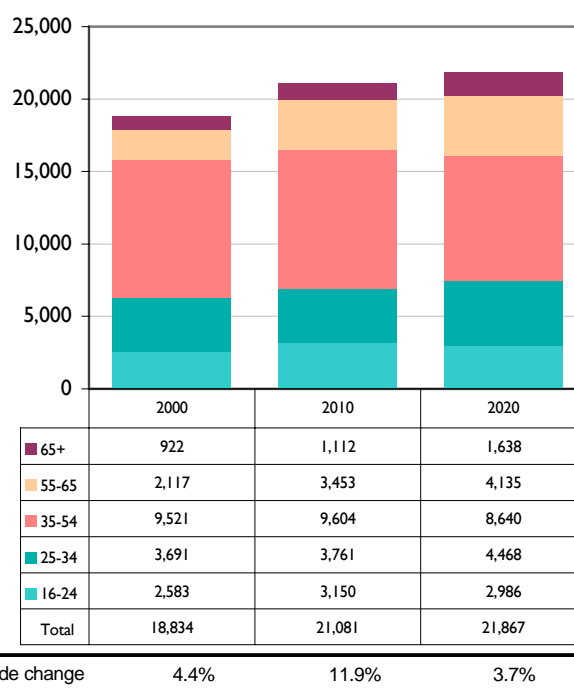
workers are retiring a bit younger than in the past. Retirement is a subjective term and many who retire do rejoin the workforce, though usually in a reduced capacity. The older workforce is a small portion of the total as the labor force participation rate of those 65 and older is low. It is estimated that 38 percent of those ages 65-69 in Green County are in the labor force. At ages 70 years and older, this percentage decreases very sharply as one might suspect.

Race and ethnic distribution



Source: U.S. Census Population Characteristics Estimates, 2002

Green County Labor Force Projections by Age



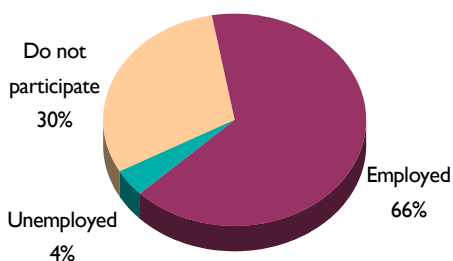
Source: DWD, Office of Economic Advisors, August 2004

Current Labor Force

Green County's unemployment rate maintained a higher than historically average clip in 2003 at 6.0 percent. Green's average annual unemployment rate between 1990 and 2000 was 3.8 percent. Green County's labor force is not only affected by the Green County job market, but also by the economies of its adjacent counties', which will be discussed further into this profile.

Green County's labor force participation rate (LFPR) in

Labor force participation in Green County

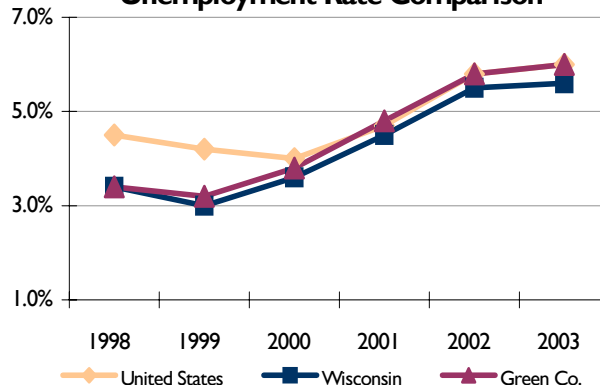


Source: DWD, Office of Economic Advisors, July 2004

2003 was 69.8 percent. This was below the statewide LFPR of 72.9 percent, and was higher than the national LFPR of 66.2 percent. The LFPR is more of a comment on Green County's demographics rather its economy. Unemployment rates do not necessarily affect LFPR. It is likely that Green County's LFPR will gradually decline over the next couple of

decades as more of its residents retire and leave the labor force altogether. Green County has seen its LFPR remain steady, if not slightly decline over the last few years. Green's LFPR has been below the state average for the last three years.

Unemployment Rate Comparison



Green County Civilian Labor Force Data

	1998	1999	2000	2001	2002	2003
Labor Force	18,913	17,963	18,509	18,442	18,227	18,278
Employed	18,277	17,388	17,814	17,562	17,172	17,177
Unemployed	636	575	695	880	1,055	1,101
Unemployment Rate	3.4%	3.2%	3.8%	4.8%	5.8%	6.0%

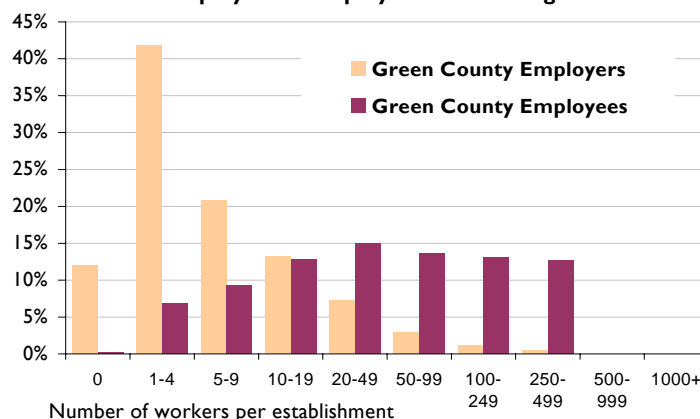
Source: WI DWD, Bur. of Workforce Information, Local Area Unemployment Statistics, 2003

Employers by Size

The majority of Green County's employers are small, as approximately 76 percent of them have between one and 19 employees. While this may seem to be an inordinately high share of smaller employers in the county it is actually a typical share. The term "small employer" is subjective. Some define it as fewer than 500 employees and some as low as 20 employees and fewer.

From the employee perspective, the highest share of the county's employees work in establishments that employ between 20 and 49 workers. Approximately 56 percent of Green County's employees are in establishments with 50 or more total employees. On average, the number of employees per employer in Green County is 14. This is lower than the state average of 17 and is higher than the national average, which is 13 employees per employer establishment.

Share of employers & employees in size range in 2003



Source: DWD, Bureau of Workforce Information, Table 221, July 2004

Industry & employers by size

Examination of a county's labor market from the demand (employer) point of view is essential to gauge the type of workforce employers are seeking. The tables below outline the top employers by industry and the top employers by name and establishment size. The pie-graphs at the bottom indicate the prominence of these top industries and employers in terms of the county's total employment.

It is common for services-providing sectors to show the large-

est and fastest employment growth in both one- and five-year periods. Some goods-producing sectors, like manufacturing industries, may still show a large employment presence, but they may show a loss of employment over these timeframes, too. It is also common for many counties traditionally heavy in goods-producing employment to now have services-providers, particularly health and education services, as their larger employers and industry sectors.

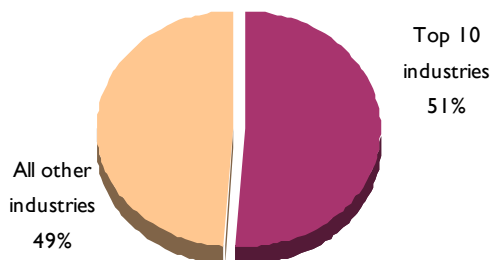
Top 10 Industries in Green County

Industry	March 2004		Numeric Employment Change	
	Establishments	Employees	2003-2004	1999-2004
Educational services	9	1,101	-25	79
Nonstore retailers	suppressed	suppressed	not avail.	not avail.
Food services & drinking places	72	917	42	1
Food manufacturing	23	710	53	-24
Transportation equipment manufacturing	suppressed	suppressed	not avail.	not avail.
Hospitals	suppressed	suppressed	not avail.	not avail.
Executive, legislative, & gen government	24	607	-1	62
Ambulatory health care services	31	591	24	-12
Isps, search portals, & data processing	suppressed	suppressed	not avail.	not avail.
Machinery manufacturing	5	362	18	21

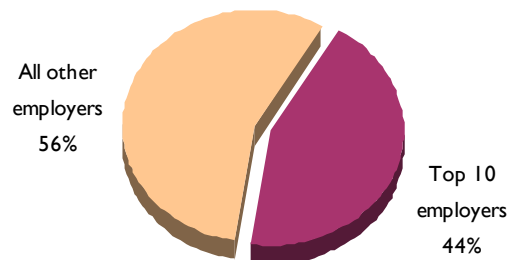
Top 10 privately owned Employers in Green County

Establishment	Product or Service	Size (Dec. 2003)
Swiss Colony Inc.	Mail-order houses	Over 999 employees
Monroe Clinic Inc.	General medical and surgical hospitals	500-999 employees
S C Data Center Inc.	Data processing and related services	500-999 employees
Monroe Truck Equipment Inc.	Motor vehicle body manufacturing	250-499 employees
Woodbridge Corp.	Motor vehicle seating and interior trim mfg.	250-499 employees
Kuhn Knight Inc.	Farm machinery and equipment manufacturing	100-249 employees
Wal-Mart	Discount department stores	100-249 employees
LSI Inc. - New Glarus	Meat processed from carcasses	100-249 employees
Iroquois Foundry Corp.	Iron foundries	100-249 employees
Philips Electronics North America	Electric power and specialty transformer mfg.	100-249 employees

Share of jobs in top 10 industries in Green County



Share of Green County jobs with top 10 employers

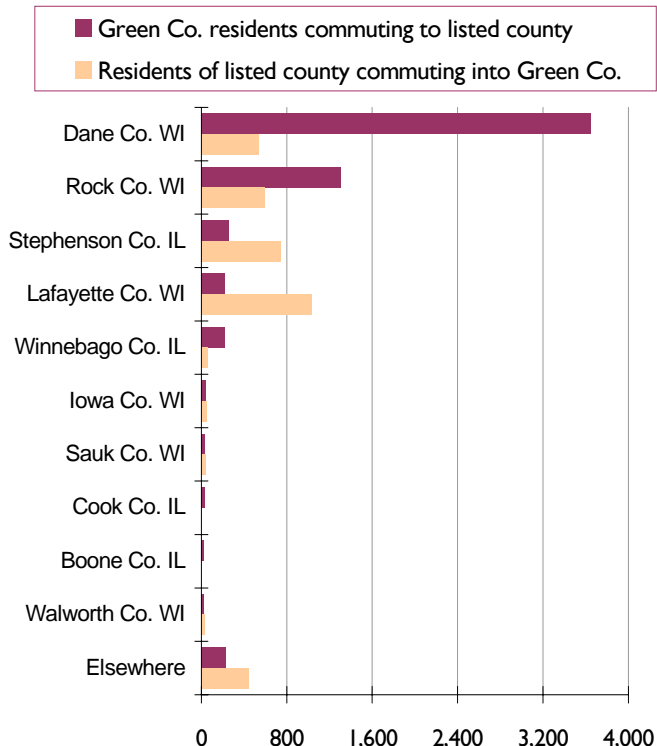


Commuting

Approximately one out of every three workers living in Green County works in another county. Sixty percent of these out-commuters travel north to Dane County and another 22 percent travel to Rock County for work. The statewide average out-of-county commute is about 24 percent. Theoretically, commuting outside of Green is somewhat of a necessity given the fact that the number of employed residents outnumbers the total jobs in the county.

Overall, Green County's commuting patterns show a negative commute of about 2,500 workers, which simply means that Green County has more workers leaving the county than it attracts from others. Dane County's economic growth and its diverse job market have been attractive to commuters from all of south central Wisconsin. Dane's growth has actually been instrumental in the growth of its adjacent counties including Green County. A contingent of Green County residents have always commuted to the Madison area, but now a growing number of Green County's newer residents have lived in Dane County and have kept their Dane County employment.

Green County employers are also attractive to residents outside of Green. Lafayette County and Stephenson County, IL have the largest numbers of out-commuters into Green at 1,000 and 750 workers, respectively. It is estimated that one out of every eight jobs in Green County is held by a worker from another county.



Source: U.S. Census 2000, Special tabulations: Worker Flow Files

Key occupations & wages

The table to the right lists the occupations with the most employment in the Columbia Labor Supply Area as of May 2003. Their hourly wages are also displayed.

The hourly wages shown include the mean (average) and the median (50th percentile), which are the most frequently requested occupational data. The 25th and 75th percentile wages are also included to help give an indication of entry-level and experienced worker wages, respectively. The 25th percentile indicates that 75 percent of the total workers in this occupation earn more per hour than this wage. The 75th percentile wage indicates that 25 percent of workers make more than this hourly wage.

If an occupation's mean and median wages are relatively close, the labor market for this worker is probably tight or very competitive for hiring employers. If the median is significantly below the mean, an employer offering mean wages should have an advantage in attracting workers. On the same hand, prospective workers will likely find a higher than average level of competition for these jobs.

Occupation title	Hourly Wages			
	Mean	Percentile		
		25 th	50 th	75 th
Comb. food prep. & serving workers (fast food)	\$7.13	\$6.23	\$7.11	\$8.09
Cashiers	\$8.13	\$7.14	\$8.03	\$9.08
Team assemblers	\$11.67	\$9.88	\$11.10	\$13.49
Retail salespersons	\$10.37	\$7.50	\$8.80	\$11.62
Laborers & freight, stock, & material movers, hand	\$10.83	\$9.61	\$10.75	\$12.41
Waiters & waitresses	\$6.51	\$5.87	\$6.35	\$6.86
Office clerks, general	\$10.51	\$8.42	\$10.11	\$12.34
Carpenters	\$16.43	\$14.27	\$16.09	\$18.24
Industrial truck & tractor operators	\$11.70	\$10.09	\$11.21	\$13.09
Truck drivers, heavy & tractor-trailer	\$16.83	\$13.62	\$16.97	\$19.81
Bookkeeping, accounting, & auditing clerks	\$12.44	\$10.02	\$11.67	\$14.44
Janitors & cleaners, except maids & hskpg. cleaners	\$9.51	\$7.73	\$9.25	\$11.00
Secretaries, except legal, medical, & executive	\$11.83	\$10.25	\$11.86	\$13.40
Registered nurses	\$23.32	\$19.99	\$23.06	\$26.37
Middle school teachers, except special & voc. ed.	-	-	-	-
1st-line suprvs/mgrs. of office & admin. support	\$18.86	\$15.29	\$17.95	\$21.97
Nursing aides, orderlies, & attendants	\$9.71	\$8.43	\$9.35	\$10.82
General & operations managers	\$33.52	\$21.46	\$31.59	\$39.60
Sec. school teachers, except special & voc. ed.	-	-	-	-
Maids & hskpg. cleaners	\$8.35	\$7.41	\$8.14	\$9.22

Green County is part of an area which includes Columbia, Green, Iowa and Sauk counties.

Employment and Wages

The table to the right lists Green County's annual average industry sector wages and compares them to their respective statewide averages. The average annual wages paid in Green County, like many non-metropolitan, rural counties, are lower than the state's averages in every industry sector.

The graph at the bottom of this page displays each industry sector's percentage of total employment and total wages that it composes in Green County. The largest employing sector is trade, transportation and utilities. It also pays the highest share of wages in the county. Education and health services is the second largest employing sector. It is also one of two industry sectors that pays a disproportionately higher share of total wages than its representative employment. Manufacturing is the other sector that shares this characteristic and is also the third largest employing sector.

The annual wages that an industry pays can depend upon many factors such as geographic location, seasonal activity, presence of workers with collective bargaining agreements, etc. But the most crucial wage component is an industry's occupational composition. Some industries employ a higher than average share of skilled/educated workers, who command higher salaries. Some employ relatively more entry-level, part-time or

Average Annual Wage by Industry Division in 2003

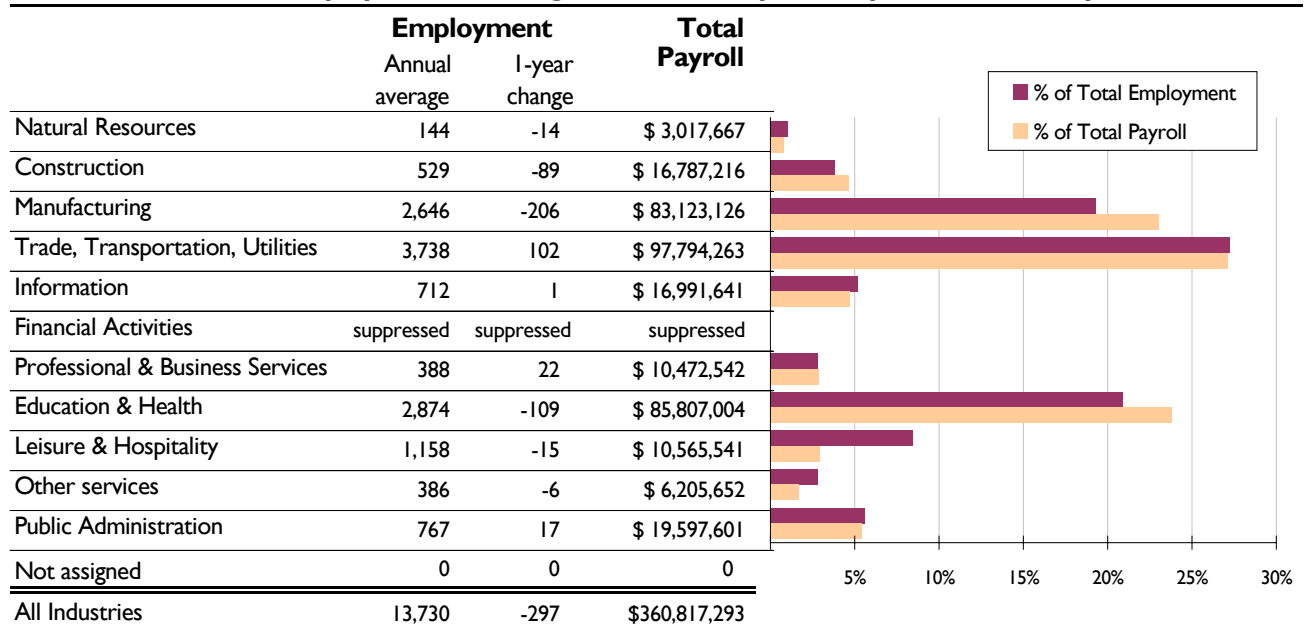
	Average Annual Wage Wisconsin	Average Annual Wage Green County	Percent of Wisconsin	1-year % change
All Industries	\$ 33,423	\$ 26,279	78.6%	2.0%
Natural resources	\$ 25,723	\$ 20,956	81.5%	-0.9%
Construction	\$ 40,228	\$ 31,734	78.9%	-6.8%
Manufacturing	\$ 42,013	\$ 31,415	74.8%	1.0%
Trade, Transportation, Utilities	\$ 28,896	\$ 26,162	90.5%	4.1%
Information	\$ 39,175	\$ 23,865	60.9%	2.2%
Financial activities	\$ 42,946	suppressed	Not avail	Not avail.
Professional & Business Services	\$ 38,076	\$ 26,991	70.9%	-6.2%
Education & Health	\$ 35,045	\$ 29,856	85.2%	4.2%
Leisure & Hospitality	\$ 12,002	\$ 9,124	76.0%	4.5%
Other services	\$ 19,710	\$ 16,077	81.6%	8.6%
Public Administration	\$ 35,689	\$ 25,551	71.6%	3.1%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

seasonal workers. Leisure and hospitality employment, representing approximately eight percent of Green County's employment, pays a disproportionately low three percent of the county's total annual wages, evidence of its seasonal and part-time characteristics.

Overall wage growth was flat at two percent from 2002 to 2003. This annual growth, albeit flat, is composed of both positive and negative average annual wage growth in the various sectors. Some of these sectors' changes were quite dramatic compared to the flat, overall growth.

2003 Employment and Wage Distribution by Industry in Green County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2004

Per Capita Personal Income

Income is the resultant combination of all manners in which people or families or households obtain monies. Generally, the majority of a county's total personal income is obtained via job wages, though Green County, as a whole, obtains a lower than average share of its total from these earnings (graph, bottom right). Noteworthy is that a higher than average share of Green's total personal income is obtained from investment dividends and interest payments. Green County's per capita personal income (PCPI) ranked 25th highest of the state's 72 counties in 2002. This rank has fallen a few notches over the last few years.

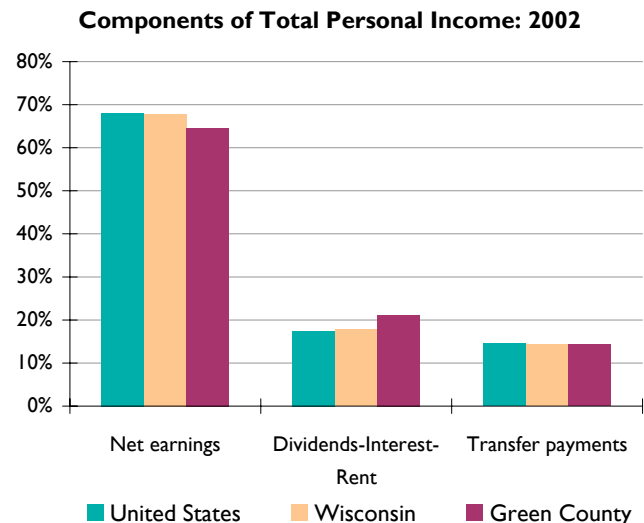
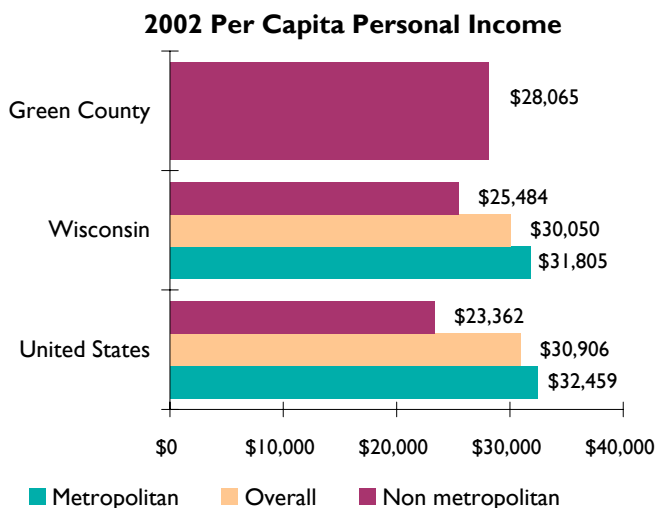
Green County's PCPI has increased more slowly than both the statewide and U.S. PCPI over the last five years. Green's

total wage growth has been slower than average as well, but this does not entirely explain the slower PCPI growth as wages mean less to its total income in relative sense.

The per capita aspect of this measure implies that the population is as fundamental and important to this measure as the income data. In other words, changes in population, easily measurable or not, can affect this highly regarded measure. For example, faster increases of residents, who are not wage earners (e.g., children, retirees) can dampen PCPI growth. A softer equity market in 2001 and 2002 may have dampened PCPI growth, given Green County's higher than average reliance upon investment dividends and interest payments.

	Per Capita Personal Income						Percent Change	
	1997	1998	1999	2000	2001	2002	1 year	5 year
United States	\$25,334	\$26,883	\$27,939	\$29,847	\$30,527	\$30,906	1.2%	22.0%
Wisconsin	\$24,514	\$26,175	\$27,135	\$28,573	\$29,361	\$30,050	2.3%	22.6%
Non-metropolitan WI	\$20,734	\$22,195	\$22,900	\$24,059	\$24,833	\$25,484	2.6%	22.9%
Green County	\$23,266	\$25,030	\$25,637	\$26,915	\$27,601	\$28,065	1.7%	20.6%
In current dollars (adjusted to U.S. CPI-U)								
United States	\$28,397	\$29,670	\$30,170	\$31,181	\$31,010	\$30,906	-0.3%	8.8%
Wisconsin	\$27,478	\$28,889	\$29,301	\$29,850	\$29,825	\$30,050	0.8%	9.4%
Non-metropolitan WI	\$23,240	\$24,497	\$24,728	\$25,135	\$25,226	\$25,484	1.0%	9.7%
Green County	\$26,079	\$27,625	\$27,684	\$28,118	\$28,037	\$28,065	0.1%	7.6%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, May 2004



Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2004

The county workforce profiles are produced annually by the Office of Economic Advisors in the Wisconsin Department of Workforce Development. The author of this profile and regional contact for additional labor market information is:

Bill Brockmiller
405 North 8th St.
La Crosse, WI 54601
Phone: 608-785-9337
email: William.Brockmiller@dwd.state.wi.us

Metropolitan Statistical Area (MSA) - A single county or group of counties that include at least one urbanized area with a minimum population of 50,000. Multiple-county MSAs have a central county or counties, which have a high degree of social and economic integration with the other member counties as measured by commuting data.

Non-metropolitan county - Any county that is not a member of a metropolitan statistical area.

Net Migration - One of two components of population change. It is the net result of individuals who either moved into or out of an area.

Natural Change - One of two components of population change. It is the result of the number of births minus the number of deaths in an area over a period of time. A natural increase indicates there were more births than deaths. A natural decrease indicates there were more deaths than births.

Employed - Persons 16 years of age or older, who worked as paid employees, or worked in their own business, profession or farm, or worked 15 hours or more as unpaid workers in a family-operated enterprise. Includes those temporarily absent from their jobs due to illness, bad weather, vacation, childcare problems, labor dispute, maternity or paternity leave, or other family or personal obligations.

Unemployed - Persons 16 years of age or older with no employment, who were available for work and made efforts to find employment sometime during the previous 4-week period ending with the monthly reference week. Persons who were awaiting recall to a job did not need to look for work to be classified as unemployed.

Labor Force - The sum of the employed and unemployed, whom are at least 16 years of age and older.

Unemployment Rate - The number of unemployed divided by the labor force. It is expressed as a percentage of the labor force.

Labor Force Participation Rate (LFPR) - The labor force divided by the total population aged 16 years and older. It is expressed as a percentage of the population aged 16 years and older.

Suppressed - Data is withheld or suppressed if it does not meet certain criteria. If an industry in a county has fewer than three employers or if a single employer employs 80% or more that industry's total employment in that county then the data are suppressed. These criteria were established to maintain the confidential reporting of payroll and employment by employers.

Total Personal Income - The aggregate income of an area received by all persons from all sources. It is calculated as the sum of wage and salary disbursements (less contributions for government social insurance), supplements to wages and salaries, proprietors' income with inventory valuation and capital consumption adjustments, rental income of persons with capital consumption adjustment, personal dividend income, personal interest income, and personal current transfer receipts that include retirement and veteran's benefits, government paid medical reimbursements, and income maintenance program payments.

Per Capita Personal Income (PCPI) - Total personal income divided by the total population.

Current Dollars - Phrase used to express historical dollar values in terms of their current purchasing power via inflation adjustment.

CPI-U - Consumer Price Index for all urban consumers, the most commonly used measure of inflation in the United States.